

Mass Media & Cultures

JOUR 6712-M50

Spring 2011

Wednesdays 5:30 – 8:30 p.m. online.

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COURSE SPECIFIC REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION:**

Designed for the professional communicator who needs to understand different cultures, both foreign and domestic; intercultural communication, comparison of cultural values and behaviors, the nature of news in different cultures, the international flow of news, growth and impact of global journalism, television, advertising, and public relations.

PROFESSIONAL VALUES AND COMPETENCIES FOR MASS MEDIA AND CULTURES:

Students will be able to:

- Demonstrate an understanding of the history and role of professional and institutions in shaping communications;
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

PREREQUISITE:

None.

TEXTBOOKS:

Beer, Arnold S. & John C. Merrill. (2009). *Global Journalism, 5th ed.* Boston, MA: Pearson.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

This class focuses on building student's understanding of mass media development and processes and their impact on global culture.

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- Students will understand theories that drive global journalism processes.
- Students will explore the intersections of events, people, perceptions and technologies that shape the global media industry and public opinion.
- Students will critically explore the societal impact of mass media uses and consumption throughout the world.
- Students will understand how differences in cultures affect differences in communication.
- Students will understand the patterns of worldwide news and information flow.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Students will become more engaged in the media process – both as contributors and consumers.
- Students will understand how to report effectively on different cultures.
- Students will understand how to practice professional communication with different cultures.
- Students will be able to interact with different types of media organizations within different cultures.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR MASS MEDIA AND CULTURES:

- Class discussions are followed by group presentations on chapters. Students will creatively present their understanding of material covered in each chapter. Students will work in small groups to produce and present the topics.
- Students will also prepare a final media analysis for a corporation that has or is in pursuit of international operations. Students will submit the analysis digitally and in a binder. Students will also deliver their findings to the class in during a short oral report.
- Each presentation will be evaluated for accuracy, relevance, creativity and innovation by peers and the professor. Presentations will be submitted digitally and in paper format.
- Detailed directions about the analysis and presentations are distributed on the first day of class and are posted on the class' Google group.

CLASSROOM FORMAT:

Seminar/discussion/evaluation/presentation/case studies

GRADING:

Your grade in Mass Media and Cultures will be calculated as follows:

Class discussion/participation	20%
Topic Presentation	20%
Quizzes	20%
Final Project	40%

Each presentation will be evaluated for accuracy, relevance, creativity and innovation by peers and the professor. Presentations will be submitted digitally and in paper format on the day they are due. Full presentation guidelines are included later in the syllabus.

Sitting in class quietly texting, Tweeting, checking on FB status or otherwise disengaged from class discussion will result in a below average class discussion/participation grade.

Quizzes:

Quizzes that cover assigned reading will be periodically given. Most quizzes are open book.

Quizzes may be given using Ecourseware or other electronic software. Occasional errors – technical or human – may cause mistakes in either grading or the availability of quizzes altogether. Students are encouraged to discuss their concerns about quizzes on a one-on-one basis with the professor.

Quizzes may also be administered in class, as needed.

A 91 - 100 Outstanding: work far exceeds basic expectations; not only doing all that is required, but also doing it with superior skill, creativity, innovation and thoroughness

B 81 - 90.99 Above Average: work that is clearly above average, not only doing what is required, but also doing it very well and demonstrating substantial competence.

C 71. - 80.99 Satisfactory: work is average or meets minimum requirements, but does not demonstrate a grasp of material beyond the rudimentary.

D 65 – 70.99 Poor: work shows little effort or thought and has many errors; significant opportunities to improve in many areas; for the most part below average competency for senior journalism students.

F 64.99 and below Unacceptable: work does not meet minimum performance expectations for the course and/or demonstrates a general lack of understanding or effort; work shows major deficiencies in one or more areas.

These standards are applied to assignments, performance, and classroom participation on an **individual basis** rather than in comparison with the performance of other students.

Assignments All assignments are due on or before the start of the class on dates scheduled. **Deduct one letter grade for each day late.** Circumstances that are truly beyond your control may be discussed with the instructor. Problems associated with time management are considered preventable. Hint: Have a Plan B.

Written assignments All papers must be typed in business style. Student literacy is assumed. Inadequacies in spelling, structure, language and punctuation will result in grade reductions. Thoroughly edit your work before submitting it.

ONLINE PROTOCOL FOR SYNCHRONOUS CLASSES:

- First, take time to familiarize yourself with Wimba, the software that the University will be using for online class meetings this semester. You'll find two links to be especially helpful:
 - Wimba Classroom Getting Ready Guide
<http://www.wimba.com/assets/resources/WC_Getting_Ready_Guide.pdf>
 - Wimba Classroom Student Participant Guide
<http://webhelp.wimba.com/WC/v6_1/Participant_Guide/>

- Second, make certain you understand how Wimba functions. The software is not a radical departure from Wimba Voice. If you have difficulties, please contact the Wimba help desk for answers to your questions (available 24/7). All you need do is get to a point at which you're ready to participate when the class meets for the first time.
- Third, test the audio and video components. You'd be best served by using a headset with a boom microphone. Reason: the headset will keep the mic at a constant distance from your lips, producing consistency in sound quality, which everyone will appreciate.
- Fourth, your instructor will send you a website address via email for your individual class.

(866) 350-4978 (USA/Canada)

0800 007 6788 (UK)

(703) 956-3917 (other)

technicalsupport@wimba.com

www.wimba.com/technicalsupport

Jour. 6712: Mass Media & Cultures
TENTATIVE TIMETABLE
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Note: Online Wednesday class meetings each week will encompass the content of both Tuesday and Thursday sessions listed below.

WEEK	DAY/DATE	TOPIC: DISCUSSION/ QUIZ/PRESENTATION	DAY/DATE	TOPIC: COURSEWORK/QUIZ PRESENTATION
	Tuesdays		Thursdays	
1	1.13 Thursday	Introduction/Welcome. Syllabus. Groups.	1.20	Theory
2	1.25	Critical Philosophies	1.27	Philosophies, cont.
CHALLENGES & BARRIERS				
3	2.1	News Agencies Barriers to Media Development	2.2	News Agencies Barriers to Media Development Group Presentations
4	2.8	Freedom of Press Around the World Ethics	2.10	Freedom of Press Around the World Presentation Ethics Group Presentations
5	2.15	Advertising and PR Media Controversies	2.17	Advertising & PR Media Controversies Group Presentations
6	2.22	Global Journalism & Education Journalists: International Profiles	2.24	Global Journalism & Journalism Education Ad & PR Presentation Group Presentation
7	3.1	Reporting Foreign Places Global News	3.3	Reporting Foreign News: Guest Speaker
8	SPRING BREAK: 3.7.10 – 3.13.10			
GLOBAL JOURNALISM IN THE WORLD'S REGIONS				
9	3.15	Western Europe:	3.17	Western Europe presentation

10	3.22	Eastern Europe	3.24	Eastern Europe presentation
11	3.29	Middle East & North Africa: discussion & presentation	3.31	Sub-Saharan Africa: discussion & presentation
12	4.5	Asia & The Pacific: discussion & presentation	4.7	Australia: discussion & presentation
13	4.12	Latin America: discussion & presentation	4.14	North America: discussion & presentation
14	4.19	Final project presentations*	4.21	Final project presentations
15	4.26	Final project presentations		
Final Exam	TBD			
Final exam: tbd				

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.